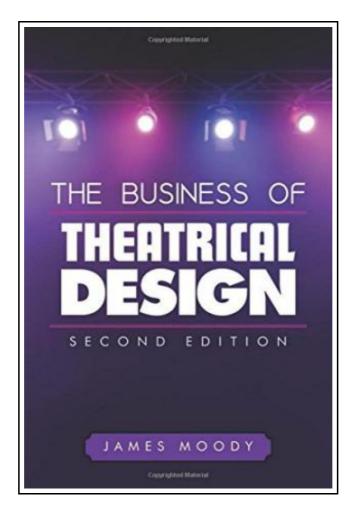
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Skyhorse Publishing. Paperback. Book Condition: new. BRAND NEW, The Business of Theatrical Design (2nd Revised edition), James L. Moody, Written by a leading design consultant and carefully updated with the latest information on the industry, this is the essential guide to earning a living, marketing skills, furthering a design career, and operating a business. With more than thirty years of backstage and behind-the-scenes experience in theater, film, television, concerts, and special events, James L. Moody shares his success secrets for the benefit of design students and working designers. Topics include: targeted marketing to the technical theater artists; targeted promotion to theater media, schools, and associations; co-op available; finding and landing dream assignments; negotiating fees; setting up ideal working spaces; building the perfect staff; choosing the right insurance; overcoming fears of accounting and record-keeping; joining the right unions and professional organizations; and much more. Providing the keys for passionate, talented designers to become successful businesspeople, The Business of Theatrical Design is a must-read for novices and established professionals alike.



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